



2019 Mid-Year Impact Report

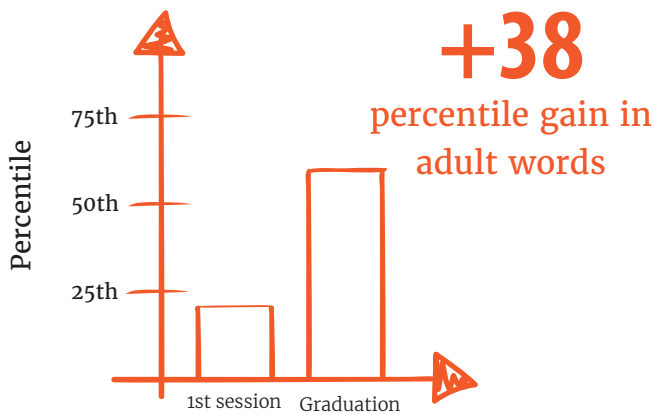
LENA Start is a program for parents that uses regular feedback from LENA technology to help improve talk in the home. Over the course of about three months, parents and caregivers learn about the importance of interactive talk along with ways to incorporate more talk into their daily routines. As home language environments are transformed, communities are transformed, and an early-language focus builds to city-wide impact.

STEP #1 LENA Start launches.

A trusted local organization brings LENA Start to their community and begins recruiting families to participate in the program. To date, almost 2,900 families have been served through LENA Start, and of those families that attended the first session, 73 percent went on to complete the program.

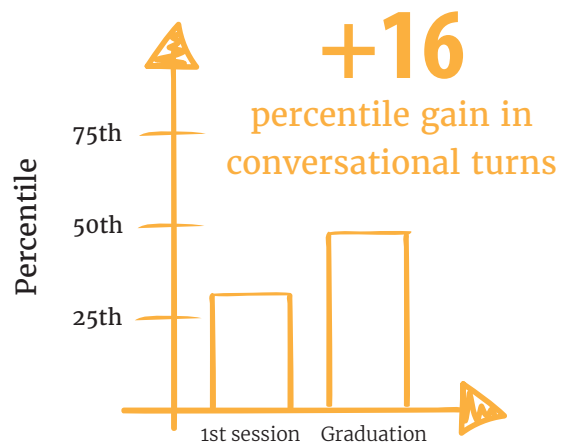
 **2,894** families served to date

73% graduation rate 




STEP #2 Adults increase interactive talk.

In LENA Start, parents learn practical Talking Tips™ that transform their home language environments. Relative to where they started, graduates showed significant increases in how much they were talking. Families who started out low in either words or turns showed even greater gains, as represented on the graph at left.



STEP #3 Children respond.

As adult caregivers practice their new skills and find ways to talk more, babies respond, leading to more conversational turns – “serve and return” interactions. Shared book reading, one of the most powerful ways of increasing conversational turns, is emphasized throughout the program, and parents reported reading 69 percent more at graduation than at the start of the program.

 **69%** increase in parent-reported reading minutes

**STEP
#4**

Language and literacy development accelerates.



Children reap the benefits of an enriched environment, showing measurable improvements in key aspects of language development.

Results from the Developmental Snapshot, a tool to measure a child's receptive and expressive language development, show that children whose parents participated in LENA Start are **gaining nearly two months of developmental skill every month**. Twelve months after LENA Start, children are showing significant elevations in language ability compared to where they started. Rather than falling further behind, the children are actually catching up and surpassing their peers! LENA Start is motivating parents to talk more and giving them the tools to close the opportunity gap.

**Case Study:
Huntsville City
Schools**

In 2019, Huntsville City Schools published initial results of a longitudinal evaluation showing that children whose families participated in LENA Start are entering pre-K with considerably higher early literacy scores than a matched control sample and are far more likely to be at an advanced literacy level.

Read more at:

www.lena.org/huntsville-schools-longitudinal-evaluation/

Parents spread the word.

**STEP
#5**

Parents complete a survey on their perceptions of parenting at both the first and final sessions. At graduation, 86% of parents showed a pre-post increase, reporting that they were paying more attention to their children, enjoying higher quality verbal interactions, had increased knowledge about child development, and felt more engaged in their community. **Ultimately, 95% of participants believe ALL parents should participate in LENA Start!**

As caregivers graduate from LENA Start, they share the news with friends and relatives, helping to recruit participants for future groups. LENA provides resources to these new graduates to help them share their experience, and they continue to receive ongoing tips and information through Ready 4K, an evidence-based texting program.



*LENA Start locations as of mid-2019.
Visit www.LENA.org/about to see an interactive map with details about each site.*

“ I would recommend this program because I received a lot of great information, and it was fun to connect with other parents and get ideas from them. ”
- LENA Start participant

LENA Start has grown rapidly since its rollout in 2015, when it was implemented in two locations. By the end of 2016, these two sites had 300 participating families and LENA Start had expanded to three new locations. As of the mid-2019, LENA Start is in more than 30 communities worldwide.



For more information, contact:

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